

San Francisco Bay Area Post Card Club

May 2013

Next Meeting: Saturday, May 25, 11 am to 3 pm

Vol. XXIX, No. 4

Fort Mason Center, Bldg. C, Room C-260

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

INSIDE
THIS
MEGA
ISSUE

- PPIE RARITIES • GRAF ZEPPELIN
- BROOKLYN EAGLE POSTCARDS
- PHOTOGRAPHERS: BEST'S, BAR-
ROWCLOUGH • NPCW CARDS

PROGRAM NOTES: Lew Baer has been collecting cards of Russian San Francisco for several years. He has only a few, but they are interesting and some show little known diadems in the city's jewel box of neighborhoods. We'll see and learn a bit about those cards and perhaps we'll take a look at some San Francisco saloons, in hopes of spurring others to send in their inebrious examples for a newsletter show and tell.

SHOW & TELL: As always, 3-item, 2-minute limit.

PARKING: Can be tough. Inside the gates, \$10 or more—or free, on-street along Marina Green and in the lot off Bay Street above Fort Mason Center where you can amble through the community garden. Come early. We're there at 11 AM, and there's plenty to see and do. As always, best to walk, take the Muni or carpool.

COVER CARD



AN OUTSTANDING E. H. MITCHELL NINETEEN-TEENS VIEW OF O'FARRELL STREET

CLUB OFFICERS 2013-2014

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POSTCARD CALENDAR

Jun 22-23, Sat-Sun, Greater **PORTLAND, OR**, Postcard Show, Double Tree Hotel, 1000 NE Multnomah Street, from 10am+

Jun 29-30, Sat-Sun, **KENT, WA**, Greater **Seattle** Postcard Show, 525 4th Avenue North, from 10am+

Jul 20-21, Sat-Sun, **SAN MARINO** Postcard Show, 3130 Huntington Drive, from 10am+

Aug 3-4, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers, Golden Gate Park, 9th Ave. & Lincoln, Sat 10am-6pm, Sun 11am-5pm. Free admission!*+

Aug 17-18, Sat-Sun, **RENO, NV**, Greater Reno Stamp Show, 300 North Center Street, from 10 am

May 26, Aug 25, Sundays, **HEALDSBURG, NEW** location: parking area behind Hotel Healdsburg, off West Matheson. 9:00am to 3:30pm Free entry!*

Sept 8, Sun, (tentative, please check) SCOTTS VALLEY, Santa Cruz Postcard Show, Hilton Hotel, 6001 La Madrona Dr., 10am-5pm, Free Entry!*

Sept 28-29, Sat-Sun, GLENDALE, Vintage Paper Fair, 1401 N. Verdugo Road, from 10 am. Food and Free Entry.

Oct 5-6, Sat-Sun, **KENT, WA**, Greater Seattle Postcard Show, 525 4th Avenue North, from 10am+

Oct 12-13, Sat-Sun, **PORTLAND, OR**, Greater Portland Postcard Show, Double Tree Hotel, 1000 NE Multnomah Street, , from 10am+

Oct 19, Sat, SAN JOSE, Vintage Paper Fair, 444 West Alma Ave., Free Admission!, 10am-5pm*

Oct 26, Sat, **WALNUT CREEK, Railroad Collectibles Show, 1475 Creekside Drive, 9am-4pm***

Bolded entries are produced by club members.

* Ken Prag will be there; let him know what to bring; 415 586-9386, kprag(at)planetaria.net + R&N will have cards and supplies.

Vintage Paper Fair info: www.vintagepaperfair.com

TREASURER/HALL MANAGER REPORT

As of May 1..... \$4,547.70

—ED CLAUSEN, TREASURER/HALL MANAGER

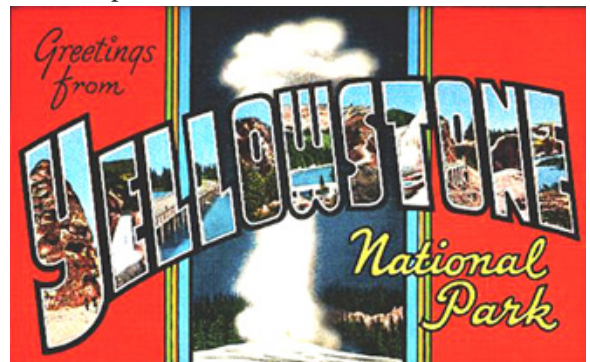
WELCOME TO OUR NEW MEMBERS

Catharine Alexander, a librarian and new collector of postcards. She is looking for Early Santa Clara County, Valley of Heart's Delight and Sonoma.

Debra Mulnick. Debra was a guest at our February meeting. She collects novelty cards with fabric, hair, stamp collage, squeakers, etc.

Suzanne Silverthorn, a collector of National Parks. Robert and Linda Dewey. Rad and Linda have re-joined.

James Jarvis. James is a saloon items collector who is new to postcards.



MINUTES, March 23, 2013

The meeting was called to order by President Ed Herny at 1:01 pm in room C-260 at Fort Mason Center. Vendors included Arlen Spingola; Ed Herny, Joseph Jaynes, Alex Pelligrini, Sue Scott, Corey Cate, Hal Lutsky, Bob Bowen, Dave Parry, Felix Zekhster. 29 people signed in, but at least 50 present.

Introductions: Corey introduced his wife, Susan Cate and told us all to smile and wave; Vicki Walker,



an SFBAPC clubster and board member of the SFHA, who collects E. H. Mitchell cards of Bernal Heights; Judy, a PPIE obsessed San Francisco native; Deepthi Diwakar (“I love history.”); Catherine Alexander, a new member and Silicon Valley librarian (“I love what you do. The past is revered by this group. That is so important.”); Donna Hutchins, who is a leader of the Palace of Fine Arts promotion movement (“Great plans are underway for the 100th anniversary celebration. We want to have a collections exhibit and maybe a costume event.”); Charles Buchan (?), an architect looking for postcards of large buildings in the East Bay.

Announcements: Nancy Redden told that a film on the Cliff House and Sutro Heights will premiere at the Balboa Theater. ... Our website has garnered glowing praises: From Lily Holsworth: “What a wonderful website! I have photos of my relatives from this fair...”; Jean Mennie Hill found photos her dad took at the fair. “He was a plastering contractor on the City of Paris. He was passing the Buffalo Pad-dock when he saw one of them on fire. The newspaper credited him with saving the animal’s life. Apparently someone had tossed a cigarette onto the

animal.” (Reported by Lew Baer) ... Hal Lutsky told of his upcoming post card shows; Walnut Creek is fully booked with dealers. ... Ed Herny reminded us of Westpex 4/26-4/28. ... Lew said that he had a few copies of FACING DISASTER, our club publication on SF Earthquake History through PCs. \$15. ... Joseph Jaynes plugged the Santa Cruz PC Show on May 14, half of the dealers there set up only at this show.

Drawing: 25 items were donated including several copies of Glenn Koch’s book on San Francisco Golden Age Postcards, a Novagem, a thumb drive with a PPIE video, a PPIE edition of Brett Harte’s LUCK OF ROARING CAMP, a book on Cracker Jack prizes.

Old business: The Sutro Walk was great!!

New Business: The club will plan another postcard walk. Nancy suggested buildings on Market St. Someone (Who?) suggested a tour of Temple Emanuel after which everyone would receive a postcard; The PPIE 100 year anniversary is coming. What should the club do for it? Donna Huggins would like to showcase PPIE collections at the Palace of Fine Arts.

Show & Tell: Darlene Thorne told that she always tries to find a card the other PPIE collectors don’t have and showed an advertising card for the Barstow Co. in Oakland telling how postcards can promote business from visitors to the fair; she also told that she has a new category that no one can help with—Places I’ve Been; “It’s not the cards; it’s the memories!” ... Carol Jensen brought a letter by Mae Mead, written at Byron Hot Springs to her nephew; Mead was the youngest woman on the PPIE Women’s Board; the hotel was built expressly for visitors to the PPIE. ... Chuck Banneck told that 45 years ago he began collecting PPIE postcards and “I’ve written a book with specific lists of major sets and series and about 500 images. It’s for the diehard collector... \$85. Ask me about it.” Chuck showed a No. 3A Autographic Kodak folding “pocket” camera with stylus to scratch captions in reverse on the negative through a small window. “If you brought your own camera to the fair, you would need a license which cost 25¢ per day.” He also showed an RP of the Mariposa County plaque at the fair. “There are



ACTION AT ARLEN'S TABLES



PPIE PAPER MEMORABILIA

the hardest to find, the Royal Copenhagen logo plate. Paul also brought a GGIE plate by Bing & Grundahl for completion of the bridge. ... Sue Scott told that she does not collect the PPIE (Someone said, "Oh, good!") but she did find one in an album she just bought. ... Joseph Jaynes showed four real photos of a 1911 train wreck in Oregon; Google revealed details in a 1999 posting told by an eight-

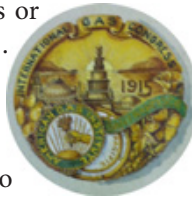
year-old boy who went to see it. ... Jay Stevens, who exhibited his ever growing and exquisitely fabulous Tower of Jewels Novagem collection, told that he had identified the jewel that Donna Hutchins had shown last year, "It is from the head of one of the Star Maidens!" ... Glenn Koch brought a card of the Russ Building that was sent to the Ronson 20 Questions show; he read the unsigned message complaining about the "pansy voice" of the Master of Ceremonies, "Make the program masculine!" Glenn

also showed a 1915 necktie and an envelope addressed to C. C. Moore, PPIE chief; it was the second to bear the PPIE promotional postmark of 1911. —NANCY REDDEN and LB

58 of these, one for each county. Only 57 to go!" ... Jack Hudson showed seven Mitchell booster cards nicely displayed in a frame. ... Deepti Diwakar is trying to condense her entire life into a picture post-card and showed a photo of her grandfather with Dr. Martin Luther King and another of herself as a candidate for Miss World. ... Fred Van der Hayden showed a card for the New Fashion Restaurant on Ellis and a Union Pacific Yellowstone Park exhibit card; he told of the festivities at the Dutch Windmill planned for April 27. ... Ted Miles brought an album with 100 of Arlene's PPIE cards and showed his card of a 100-year old ship that was going to be used as a floating hotel at the PPIE; it did not come to pass. ... Donna Hutchins showed two PPIE medals or watch fobs made by Shreve & Co. ... Paul Robertson brought Expo china: by Royal Copenhagen the California State plate (179 made) and the Denmark plate (1400 made); also



PPIE FORKS AND FOBS



POSTCARD RARITIES OF THE PPIE

Postcards marked with an asterisk are shown on the centerfold of this issue.

The projector flared and was brought into focus with the image of the Formosa Tea House. Glenn began by discussing what “Rare” means and that most people have little idea of rarity regarding PPIE cards. Some collectibles—stamps, coins and sports cards, for example—have defined standards of rarity. Not so with postcards. If we were to go by eBay listings, almost every postcard would be “RARE!”

The image of the Horticultural Palace, a commonly seen card, appeared, but with its Esperanto overprint it is a true rarity. Oversize cards—of which we saw several—are generally rare. They were not produced in huge numbers, and their rarity was increased because they were harder to keep than standard size cards; they just did not survive.

PPIE promotional cards with their beautiful, elaborately colorful designs are frequently described as *RARE!*, but they were produced and saved by the millions.

First up were Booster rarities. The projector clicked on while Glenn commented: Four presidents, flags and the world map on a card in very poor condition, a pair of Pillsbury RPs with two views on each, the striking *Undaunted* card with its red skyline, canine humor,* a bear entwined in the letters of “in mind,” a Roos Bros *Hurrah!* card, a Southern Pacific colorful Tower of Jewels-to-be, Taft and C.C. Moore with a sketch of the fair, “1915 = Fair” on the Ferry Building by Roy Francis Garage, New Fashion Restaurant with “1915” gold overprint.*

Next came cards of and from the Fair itself: An Arthur Matthews painting, an M G West oversize advertising card, Epstein Florists decorations at the St. Francis Hotel, the Maxfield Parish mural-like painting in the Palace Hotel with PPIE back print(!), Hotel Forester with PPIE logo, Bear Cafe *Lest you forget 1915*, World’s Fair Gospel Mission photo converted into a printed PPIE card, a dual purpose card for San Francisco and San Diego fairs by *Boston Magazine*, Slavonic Day at the PPIE, a woven silk inset with embroidery done at the Fair, Melville

Topletz’ personal RP of End of the Trail. Obscure structures included *The first building erected on the Exposition grounds*,* small hotels, the Brick Home (The House of Redwood is far more commonly seen), the PPIE Administration Building at the corner of Pine and Battery (A trumpet would be sounded on the roof each day as the flag was raised and lowered).

Cards of structures never built are rare. We saw a non-postcard for the Nest Builders club house at the PPIE and the Temple of Childhood which was never to be.

The Casey Jones Over Fair Railway did exist as shown on an RP, as did the Livestock Exhibit Building,* designed by Bernard Maybeck, with stables which housed the Shire Stallion.*

Some international rarities included a tri-fold card of the dedication of the Bolivian Pavilion—rare possibly because it is an ugly card! Next came the Cuba Pavilion,* wall paintings in the Netherlands exhibit, the shovel used for the Norwegian Bldg groundbreaking and—some of the most beautiful of all PPIE fair cards—the 5-card, slightly oversize Denmark set.*

Of the state pavilions California was the largest and probably the most photographed, but a Merry Christmas design with the building made for a rare card. RPs of the interior California exhibits are rarely seen as is the folding Solano County milk can offering a \$1000 reward for the gold nugget stolen from the 1894 Midwinter Fair. Tulare County’s *Alfalfa Girls* qualifies for rarity, also the Trinity County gold nugget with its tear-off stub to win a gold nugget and the California Auxiliary Tea Room—a great crossover item! The Big Cheese in the New York State Building gets an R rating as does Iowa’s oversize *River of Corn*.

A Who’s Who of PPIE visitors followed: Teddy Roosevelt with Art Smith on his biplane,* Art again in the muzzle of a mortar, Lincoln Beachey’s death scene, General Goethals of Panama Canal fame, Henry Ford and his wife,* Gustav Petzl rolling his

steel ball from San Francisco to New York, Catherine Hayley the PPIE Mascot from Harbor View who had filled the same role for the City Beautiful movement.

Some exhibits are rare and desirable: Paul Mason's Cresta Blanca Wine Palace card,* the oversize California Way Milking Machine exhibit, the 4-fold Tower of Jewels with Niagara Underwear ads inside.

Native Americans were one focus in the fair. The 1915 PPIE marked the end of the Wild West. The Oregon City Woolen Mills postcard is rarely seen and the Rodney Wanamaker Indian Expo exhibit in the Palace of Education is definitely Very Rare. Wandering photographers made an unknown quantity of RPs, and Cardinell-Vincent published a little seen RP of the Forsythe Dental exhibit.

Perhaps claiming the title of Rarest & Ugliest is the Michigan College of Mines postcard on limp paper, but Rare & Exciting is the double fold oversize card for surveying equipment with decor made using the products. The \$10,000 brass bed* is rare and beautiful. The Keenkutter oversize card decorated with tools is widely known for its rarity. An oversize card for RCA Victor of its building is Rare; the building is now a women's club meeting place in San Rafael. Frederic Thompson's Toyland 1913 prototype set is Very Rare; Thompson was a founder of Luna Park at Coney Island.

There's more. It took an hour-and-a-half to speed through all these images at the meeting.

Chancellor Cigars by Judell & Co., diving girls and Neptune's Daughter, *THE* Tower of Jewels card for Nova Gem,* studio portraits ("Neat ones are rare!"), African Americans at the fair on *Examiner* Day, Latinos. Charles Weidener made numerous RPs early in the fair's run.

Glenn saved The Best of the Best for the last—Actual Real Photo postcards of which possibly one or no more than a handful were made: Prefair Tower of Jewels construction, Machinery Hall, the 1913 Union Square celebration when President Wilson pushed the button to blow out the last dam in Panama, nice handtinted cards, Native American chiefs at the Fair, a floating float of the Ferry Building, Native Americans in powwow with a non-Native American boy and peace pipe,* personal RPs made on the fairgrounds, a race car at the fair and the Liberty Bell in San Francisco.

Glenn thanked Chuck Banneck for opening his albums for use in this program along with Glenn's cards. For the past ninety minutes, we had sat rapt, except for an occasional *Oooh* and *Aaah* as image after image appeared.

The final postcards shown were made after the Fair: the public Christmas tree on the fairgrounds... the field of broken, discarded sculptures. —ED.

MINUTES, April 27, 2013

Ample parking in spite of the beet fest scheduled for this summery weekend. Guests included Hugh Linn, a photographer who has made postcards. Cards were brought for sale or trade by Joseph Jaynes, Ed Herny and Sue Scott.

The meeting was called to order by President Ed Herny.

Announcements: Lew Baer revealed that he is writing again for Barr's Post Card News. The magazine comes out twice a month and offers very basic online subscriptions as well as hard copy by mail. www.barrspcn.com. Kudos to Joseph



JOSEPH JAYNES

Jaynes for a super Santa Cruz Show!

New Business: Ed told that he is working on getting a vendor of sleeves and album pages to come to a meeting with her stock. Ed also reminded us to encourage younger people to collect postcards and to become participating members of the club.

Drawing: The dozen or so prizes included a Mechanics Inst. poster, postcard catalogs and postcards. Thanks to all who donated.

Show & Tell: Darlene Thorne told of acquiring 502 Russian River postcards—The Ed Mannion Collection—from Ed's daughter; many of these cards Darlene had traded to Ed 40 years ago. She also showed Zeppelin Real Photos and "postcards-to-be" of her home street in Cupertino. ... Jack Hudson showed

an RP of the racing car, Thomas Flyer that won the 1908 NY to Paris race; he learned of it from another SF clubster. ... Dan Cudworth showed a Finnish book on collecting and exhibiting that he purchased on eBay; RPs of the Hindenburg disaster in Lakehurst, New Jersey, the USS Shenandoah that went down in 1925, blimps, and blimps with other transportation—trains, early aeroplanes and boats. ... Ted Miles read the online discussion about a Great Lakes view that had been misidentified as San Francisco; he showed postcards of the ship on the card.

... Dave Parry told that after seeing Glenn Koch's PPIE program and Chuck Banneck's PPIE book. he looked closely through his 1915 Fair collection and found a set of 12 Australian Flora and Fauna cards originally purchased at the New Zealand Building per message on the back; mailed to San Diego July 6–14, 1915. ... Gary Doyle, our speaker, showed an RP of the *Graf Zeppelin* in Friedrichshafen with a message describing seeing the airship; also an RP of *LZ-126*, which came to the U.S. as war reparations, renamed the *ZR3, USS Los Angeles*. —LB

April Program:

GARY DOYLE on THE GRAF ZEPPELIN

Gary, who has favored us with his expertise and historic postcard programs before, returned to fascinate us further with the technology of the 1930s.

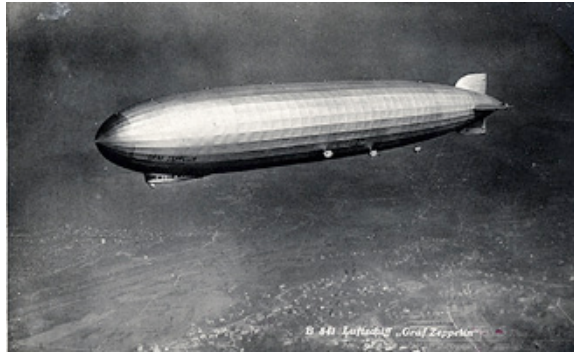
“After I gave up my real job and started writing a book on early race cars I was intrigued by the technological developments in Germany in the inter-war period. It was as rapid and dramatic as the race for space. My collecting focus has been on the *Graf Zeppelin*, *LZ-127*, and postcards that were actually flown aboard the airship. The *Graf Zeppelin* was enormous—almost 800 feet long. She flew from 1928 to 1937, carried the most passengers of all the Zeppelins and went the most miles—over one million—on its 382 flights. The longest leg of any flight was from Germany to Japan. The Zeppelin era ended in 1938, when the Hindenburg exploded at the mooring mast in Lakehurst, New Jersey.

We saw an RP of the *GZ* on her maiden voyage to the U.S. in 1928 and another of her far above a city.

The next postcard was a portrait of Count Ferdinand Adolf Heinrich August Graf von Zeppelin himself, the man with a passion for developing rigid, lighter-than-air ships, after whom the German dirigibles were named. Zeppelins were filled with hydrogen, the lightest element. Germany attempted

to use helium—almost as light but not explosive—but the U.S. would not export it.

An early Zeppelin appeared on the screen, hovering over a yacht race on Lake Kiel—a beautiful art card.



The *Graf Zeppelin* had five engines. It drew huge crowds—up to 100,000—wherever it flew.

Zeppelins were used militarily in WW I to drop bombs over Britain. They would appear suddenly and silently and did much damage. Incendiary bullets brought many of the Zepps down, and few airmen aboard them survived the war. We saw the *LZ-47* with two gondolas, guns on the rear, top and in the gondolas.

A romancing couple, on a card mocking the French, was exposed by searchlights celebrating a Zeppelin.

We saw the *LZ-126* which became the *USS Los Angeles*. It served as the eyes and ears of the fleet until 1940. The *LZ-96* was the prototype for the first U.S. airship, the *USS Shenandoah, Zr-1*, built in 1922.

Zeppelins took on a major role in propaganda. The German people went wild with patriotism and pride in their airships. Many postcards were photo montages made to show Zepps in beautiful and heroic settings—*uber alles*.

Hugo Eckener was the personable commander of the *Graf Zeppelin* and became head of the Zeppelin firm. He worked to expand Zeppelin service and became the most famous man in Germany. Recruited to run against Hitler, he fortunately chose not to do so. He would have been exterminated, were he not so popular a hero. Eckener survived the war and died at 86 in 1954.

Travel time by Zeppelin from Friedrichshafen to Lakehurst was two-and-a-half days, far faster than ocean transport and at a cost equivalent to the Concorde—prohibitive except for the very wealthy. In 1929 the *GZ* made its world flight from Lakehurst

(although it actually flew there from Germany) to Friedrichshafen to Tokyo to Los Angeles and back to Lakehurst. A postcard showed the *GZ* above Tallinn on its way to Tokyo.

On its way to Los Angeles the *GZ* flew for several hours above the Bay Area and passed over Hearst Castle on its way south, where it stayed for three days in August of 1929.

There is much to be seen online about the *Graf Zeppelin* including a full length film on its world flight: www.youtube.com/watch?v=d4jq7oRxw-g

The *Graf Zeppelin* had a fabric skin over rigid aluminum framework that held 17 “lift gas” cells filled



COUNT ZEPPELIN



ZEPPELIN THEMED ART POSTCARDS



BOMBING LONDON



DOWN IN FLAMES



ABOVE LAKE KIEL



A YOUNG ADMIRER



AS A ROSE PARADE FLOAT



AS A THEME FOR FINE ART



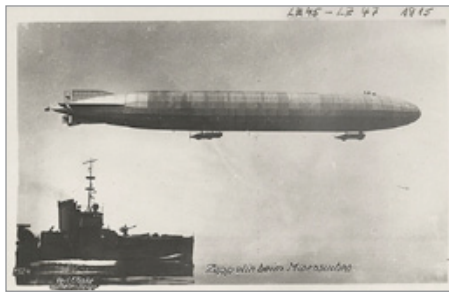
OH, THOSE FRENCH!



LZ-126, THE LOS ANGELES TO BE



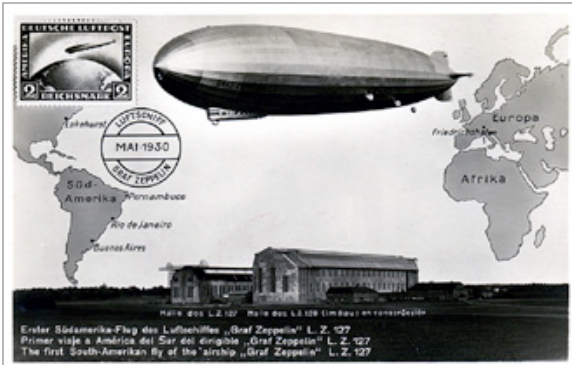
HUGO ECKENER



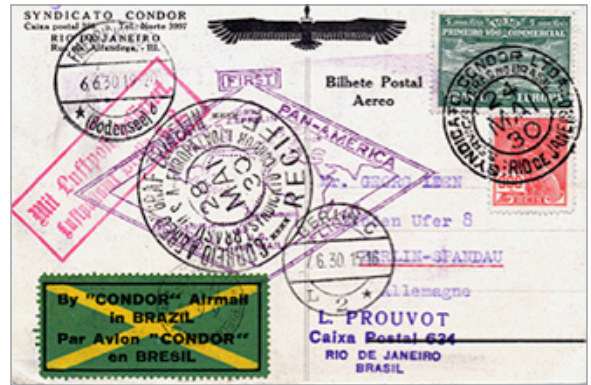
A ZEPPELIN AT WAR



ALWAYS A CROWD



SOUTH AMERICA SERVICE



FLOWN ABOARD THE GRAF ZEPPELIN



ABOVE SHIP PASSENGERS IN THE ATLANTIC



MAIL DROP

with hydrogen plus 12 “power gas” cells to run the five engines.

A card showed the GZ in 1930 on routine service from Germany to Rio de Janeiro with a stop at Pernambuco (Recife). In the 1930s swastikas were painted on only one side of the tail.

The Zepps did not carry many passengers. They did carry mail, and this was a major source of income. Philatelic mail with its surcharges did help, but it was the volume of regular airmail that paid the

bills. Philatelic mail with all of its elaborate markings is of much interest to collectors, but regular mail carried aboard the Zepps is far more eagerly sought.

Postcard images flashed: the *Graf Zeppelin* above Jerusalem... above Reykjavik... above the Brandenburg Gate... dropping mail by parachute.

Famous and wealthy people flew on the GZ. Clara Adams, an American widow was on all first-to-fly lists. Her archive is at the University of Texas. Italo

Balbo, the Italian aeronaut of the 1920s and '30s, was seen on an RP of the flight to Rome, the back franked with an Italian GZ commemorative stamp.

Comments and questions followed: Everything about the *Graf Zeppelin* is collectible. The china, the linens, all memorabilia. Gary collects only post-cards—and only those actually flown on the GZ. ... Mail carried on the third through twelfth GZ flights had special logos on the upper left corner. ... Hand



The 98-foot gondola held the control room and public areas. The control room, left, had a ship's type steering wheel. The dining salon offered the elegant setting found aboard steamships. The famous were no strangers to the GZ, below left Italo Balbo alights in Rome. After the GZ, only a shadow remains.

decorated cards were made by a man named Walter; one is shown below. ... The Zeppelin study group has been active for 25 or 30 years. ... The GZ flew to the World's Fair in Chicago in 1933. ... The *USS Los Angeles ZR-3*, previously *LZ-126* which came to the U. S. in 1924 as war reparations, was built in Germany. The helium filled *USS Akron* and *USS Macon* were built in Akron, Ohio by the Goodyear-Zeppelin Corp. for the U.S. Navy, and launched in the early 1930s.

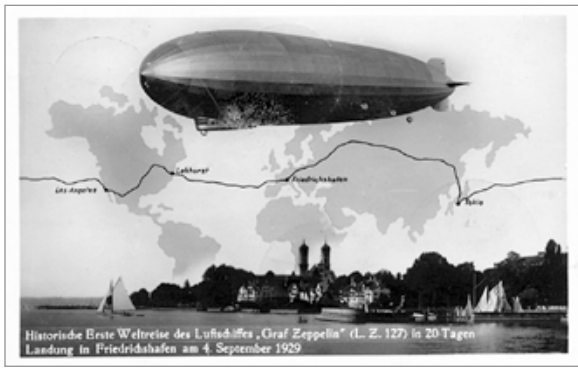
—Ed.



Performance and Statistics

- 382 flights, 1928 to 1937
- 1,000,000 miles flown
- 776 feet long
- 100 feet diameter
- 40 crew members
- 20 passengers in 10 cabins
- Range 8000 miles
- 73 mph cruising speed
- 80 mph maximum speed
- 120 mph highest speed
- Five 12-cylinder Maybach engines
- 3.7 million cubic feet of Hydrogen
- Longest leg from Germany to Japan



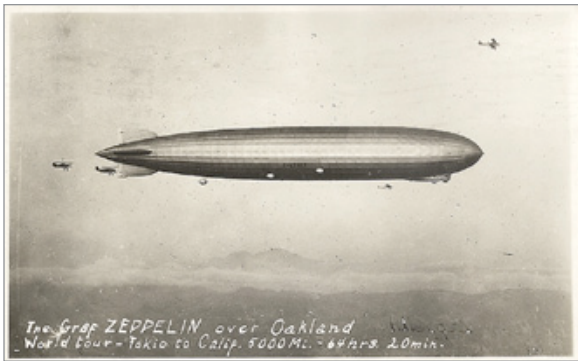


1929 AROUND THE WORLD FLIGHT

Although the World Flight officially began in New Jersey, the *Graf Zeppelin* traveled there from Friedrichshafen.



Clockwise from upper left: Route map; above Talinn, Estonia; arriving in Tokyo; above San Francisco Bay and Yerba Buena Island; above Oakland; tethered by the airport at Los Angeles—note the circular furrow dug by wheels on the cradle that supported the tail when the wind blew the huge airship around; above Los Angeles city hall.



MADE IN SAN FRANCISCO
HAND CHASED CAST BRONZE BED
 VALUE \$5000 BY
 PALACE OF MANUFACTURERS
 PANAMA-PACIFIC INTERNATIONAL EXPOSITION
 SAN FRANCISCO, 1915

GRAND PRIZE AND GOLD MEDAL AWARDED TO EXHIBIT OF
RUDGEAR-MERLE COMPANY
 SAN FRANCISCO LOS ANGELES THORNTON

ORNAMENTAL IRON BRONZE AND BRASS BRASS AND IRON BEDS STEEL COUCHES AND MATRESSES

Imported Shire Stallion
 Owned by Blackhawk Stock Ranch
 Burlingame, California
 "Gr. Parade with the Boys"
 at the Panama-Pacific Int'l. Exposition.

KATHERINE HAGLUND, SAN FRANCISCO'S 1915 MISS
 5-636

DE MARI BUILDING
 SAN FRANCISCO CALIF.
 PANAMA-PACIFIC INTERNATIONAL EXPOSITION

PAVILION OF CUBA. INTERIOR COURTY.

HENRY FORD AND
 MRS. FORD ON
 USS OHIO

Old Fashioned Inn

Souvenir
 Union Pacific System
 participation at the
 Panama Pacific Exposition
 1915

Old Fashioned Inn

P.P.I.E. SOUVENIR
 SAN FRANCISCO CALIF.
 1915.

FIRST BUILDING ERECTED ON THE
 EXPOSITION GROUNDS.

Grand Prize Wines
 P.P.I.E.
 1915
 CRESTA BLANCA WINE
 PAUL MASSON CHAMPAGNE

TOWER OF JEWELS
 P.P.I.E. - 1915
 DECORATED WITH 100,000 NOVAGEMS

THE OFFICIAL JEWEL SOUVENIR
 THAT IS A PART OF THE EXPOSITION
 AN APPROPRIATE KEYSOKE OR GIFT

ON DISPLAY AND SALE
 ON THE GROUNDS

BOOTHS LEFT OF TOWER OF JEWELS
 OPPOSITE MACHINERY HALL ENTRANCE
 IN FOOD PRODUCTS BUILDING
 INDIAN TOWER, ZONE PLAZA

ALSO ON DISPLAY AND SALE
 AT HOTEL NEWS STAND

Oh Tower of Jewels so wondrously bright
 Thy Novagems sparkling by day and night
 Flashing their flame o'er the land and the sea
 Jewel City - 1915 - P.P.I.E.

CATALOGUE UPON REQUEST
NOVAGEM JEWEL COMPANY
 1038 PHELPS BUILDING
 SAN FRANCISCO CALIF.

"NOVAGEMS" AS USED
 ON TOWER OF JEWELS

TOWER OF JEWELS P.P.I.E. 1915

Spring & Summer Styles
 1915

1915

New Fashion Restaurant
 78 ELLIS ST
 SAN FRANCISCO

LOUIS LACAY

GREETINGS FROM THE
BOSTON AMERICAN
 CALIFORNIA TOURISTS

"GET INTO LINE"

1915

PANAMA-PACIFIC INTERNATIONAL EXPOSITION

POST CARD

WORLD'S PANAMA-PACIFIC EXPOSITION 1915

CORRESPONDENCE HERE

now what you think of this
 courageous little boy
 sitting right among
 all these Indian chiefs??
 these Indians have been
 brought here not as a show
 but as the guests of the
 railroad companies. UNKIE
 sends his regards...

NAME AND ADDRESS

Hobbie Proctor
 Hollis
 Long Island
 New-York City

**POSTCARD RARITIES
 OF THE 1915
 PANAMA PACIFIC INTERNATIONAL EXPOSITION
 AS PRESENTED BY GLENN KOCH**

PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.

STADIUM. UPPER SECTION AND STADIUM.

STANISLAUS COUNTY

Stanislaus County Headquarters
 Pan-Pac Int'l. Exposition
 San Francisco, 1915

Address:
 Stanislaus County Board of Trade
 Modesto, Calif.

Pages 12 and 13 are combined in a single horizontal page (above).

POSTCARDS OF THE *BROOKLYN EAGLE* — A CHECKLIST

Compiled by Marty Michaels

Checklists.... That's the organized way to collect. With a list of all possible choices you tick off the items already in your collection. What's left unchecked is your want list. It may not be easy to find the missing items, but at least you know what you need to complete the category. It's a system that works fine for accurately documented items—stamps, for instance. Government records reveal how many of what was made and when. Not so with postcards. There are few production records, so checklist collectors rely on salvaged business records of unknown accuracy and the experience of fellow collectors who generously share their knowledge. Such is the case with this checklist compiled by Marty Michaels of the postcards published by the *Brooklyn Eagle* newspaper between 1905 and 1907.

Brooklyn.... Everyone in the U.S., it is said, has a Brooklyn connection. It is, arguably, the quintessential hometown and is the hometown of at least two SFBAPC clubsters besides Marty, Hy and Sharon Mariampolski, who are also active in the Metropolitan Postcard Club of New York City. This month that club will be hosting its major spring show, and Hy, through his PR connections, conjured an article on postcards and the show in the *New York Post*. This Metro show will feature a special presentation on postcards of the Brooklyn Dodgers and their home, Ebbets Field, which would have been a century old this year. See the article at www.nypost.com/p/news/local/winning_pictures_vVnI5qC3FqUTomjM6BU5vK

It is with congratulations to the Metro Club that



BROOKLYN EAGLE POST CARD, SERIES 36, No. 145.
FINE RESIDENTIAL SECTION, ARLINGTON AVENUE, EAST NEW YORK.

155 Fine residential section, Arlington Avenue, East New York



BROOKLYN EAGLE POST CARD, SERIES 35, No. 309.
HOME FOR AGED MEN AND COUPLES, CLASSON AVENUE.

329 Home for Aged Men and Couples, Classon Avenue



BROOKLYN EAGLE POST CARD, SERIES 25, No. 143.
A BROWNVILLE STREET SCENE—LOOKING UP BELMONT AVENUE TOWARD POWELL STREET.

145 A Brownsville Street Scene—looking up Belmont Avenue toward Powell Street



BROOKLYN EAGLE POST CARD, SERIES 18, No. 216.
CLINTON AVENUE, BROOKLYN'S SHOW STREET.

226 Clinton Avenue, Brooklyn's show street

we are publishing the checklist that Marty created from his own—complete—collection of *Brooklyn Eagle* postcards. With 486 entries it is too long to include in the newsletter; a link to it will be placed at the www.postcard.org/sitemap.htm “Site Map” page.

Along with the list Marty noted that the card descriptions are directly from the verbiage on each card. He added, “As far as I know, this is the only complete *Brooklyn Eagle* postcard checklist, although Arcadia has published *BROOKLYN: THE BROOKLYN DAILY EAGLE POSTCARDS*, by Richard L. Dutton. The book provides a history of the newspaper as well as some 200 card illustrations.” Here’s a link to additional information about the book:

www.arcadiapublishing.com/9780738535319/Brooklyn--The-Brooklyn-Daily-Eagle-Postcards-1905-1907

The *Brooklyn Eagle*, a daily paper that at one time was said to be the most popular afternoon paper in

the U.S., was published from 1841 to 1955 when it was shut down by a labor strike. Walt Whitman served for two years as its editor. The *Eagle* published a bogus letter—reportedly written by President Lincoln—during the Civil War and was penalized by the loss of its mailing privileges. Three decades later, the paper campaigned against Brooklyn being incorporated into the City of New York. Like Brooklyn, it was popular and independent.

In the twentieth century, the *Eagle* garnered headlines in the Hollow Nickel Case in which a paper boy received a bogus nickel in payment. It was discovered to be hollow and held microfilm that was traced to KGB origins.

Luckily for us the postcards the paper published early in the 1900s are not bogus but genuine images of the Brooklyn that was.

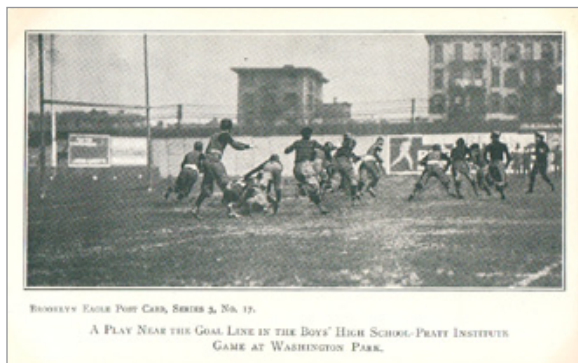
The postcard logo on the back cover is that of the *Brooklyn Eagle*.
—ED.



224 Free Floating Baths, foot of Conover Street



30 Busy Thoroughfare at Broadway and Gates Ave.



17 A play near the goal line in the Boys' High School—Pratt Institute game at Washington Park



187 The Jewish Hospital, Classon and St. Marks Avenue

BEST'S STUDIO, "The Photographer of Yosemite"

Yosemite National Park is an enchanted place where opportunity to create attractive paintings and photographs can be seen in every direction. One of the pioneer artist/photographers to take commercial advantage of this wealth of opportunity was Harry Cassie Best.

Born near Peterborough, Canada on December 22, 1863, Harry came to the Dakota Territory with his family in 1880. As a young man he toured Montana, Washington and Oregon with his older brother, Arthur W. Best (1859-1935), both paying their way as members of a traveling band of musicians. Reaching Portland in 1887 and discovering the beauty of Mt. Hood and its surroundings, Harry was inspired to master the making of romantic images with palette and brush.



1914 IN *OUT WEST*



also started the Best Art School at 927 Market Street.

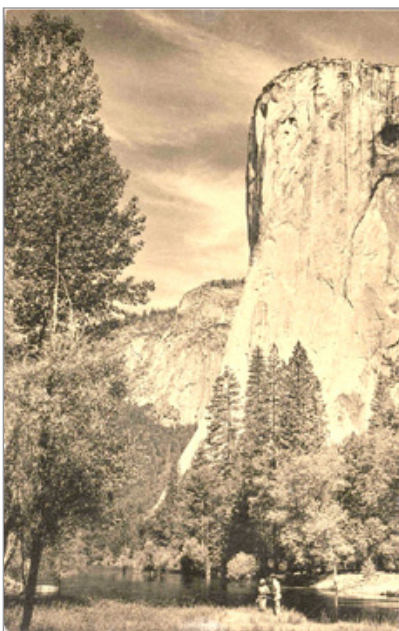
In 1901, Harry, a bachelor of 37, met Anne Sarah Rippey, a 21 year-old Los Angeles woman working at Oliver Lippencott's photographic tent studio in Yosemite Valley. The two were married at the base of Bridalveil Falls in late July, and in the spring of 1902 the couple were granted permission to erect a modest frame building a few doors west of Sentinel Bridge in Upper Village. The sign on their newly opened shop read, "Best's Studio-Paintings-Fotograf." Early in 1904 daughter Virginia Rose was born, and beginning in 1910 the family worked in Yosemite during the warmer months and wintered in San Diego. Tragically, Anne Best succumbed to tuberculosis in 1920. It was about this time that Harry expanded his Yosemite studio to include gallery, darkroom, and year-round living quarters.

Recognized as an accomplished fine arts painter, Harry normally listed his occupation as "artist," but significantly the 1915 and 1916 San Diego city directories give his profession as "photographer." Relocating his studio in 1926 to the area now called Yosemite Village, he offered postcards as a sideline to his color-tinted photographs and oil paintings. A photographer who worked for Harry during the mid-1920s to early 1930s was Onas M. Ward (1888-1970), and many images on real photo postcards marked "Best's Studio, Yosemite National Park"



A BEST PAINTING OF YOSEMITE VALLEY

When funds were available, he took art instruction from Alfred Rodriguez in San Francisco and Homer Davenport in Oregon. After selling a painting of Mt. Hood for \$100, he and Arthur moved to San Francisco where Harry worked five years as a political cartoonist for the *Evening Post*. Harry and Arthur



from this period can logically be attributed to Ward. In 1928 Virginia married a former musician and budding landscape photographer who subsequently achieved worldwide fame, Ansel Adams (1902-1984).

Harry Best suddenly collapsed and died at age 72 while visiting San Francisco in October 1936, and Virginia and Ansel inherited and incorporated the Yosemite business. Postcards lithographed in black and white and in color, featuring scenic images by Ansel Adams and other photographers, are marked "Best's Studio, Inc." Chromes printed in the early 1950s by H.S. Crocker of San Francisco under their "Mirro-Krome" trademark can be found with the same imprint, but the majority are marked "Produced by 5 Associates." This San Francisco company was formed in 1952 by Virginia and Ansel and three others to satisfy National Park Service policy regarding concessionaires as publishers. In 1972 the Yosemite business was transferred to Ansel's son Michael and renamed The Ansel Adams Gallery. The 5 Associates firm was turned over to Michael's daughter Anne and is now known as Museum Graphics.

CONTRIBUTORS: Jim Caddick, Frank Sternad, Andy Guzik, Lew Baer and Hank Johnston, Yosemite historian, source of the picture of Best's Studio and author of the excellent book, THE YOSEMITE GRANT.



CHROME HALF DOME BY ANSEL ADAMS

BEST'S STUDIO
YOSEMITE NATIONAL PARK

BEST'S STUDIO
"THE PHOTOGRAPHER OF YOSEMITE"
YOSEMITE NATIONAL PARK

BEST'S STUDIO REAL PHOTO IMPRINTS



BEST'S STUDIO OF HALF DOME,
A MIRRO-KROME PRODUCED BY CROCKER



BEST'S STUDIO, INC. PRINTED BACK

BARROWCLOUGH CARDS

George Alfred Barrowclough barely makes the cut as a Northern California Postcard Photographer. He was in the state during part of 1906, and he made only a limited number of photographs that were published in postcard format. Four of his images that most concern us are shown on page 42 of *FACING DISASTER*, the postcard album that the club published on the centennial of the San Francisco Earthquake and Fire of April 1906.

Barrowclough had been in business as a photographer in Winnipeg, Manitoba (1897-1905), and left there early in 1906 to join—or merely visit?—his brother in Burnaby, British Columbia. Soon after that he sailed to California and returned to BC later in the year. He did go into business with his brother, Joseph, and was active as a photographer in Vancouver and the Fraser Valley between 1907 and 1912.

The cards that were published from his California photographs are somewhat puzzling as some are captioned in the negative “Barrowclough Cards” or “Barrowclough Photo, Winnipeg, Canada.” The cards of the earthquake ruins are on Canadian AZO-4♦ divided backs marked, ‘For INLAND POSTAGE, Only this Space may be used for Communications...’ These inscriptions imply that the divided back stock was manufactured prior to the advent of divided

backs in the U.S. (mid-1907); that the postcards were printed after Barrowclough returned to BC; and



that they were intended for Canadian distribution. The Winnipeg captions suggest that George had not then decided he would be staying in the West.

Shown here are another three of George Barrowclough’s California real photo postcards. “San Francisco Ruins 1906” gives a view of a wide, desolate, burned area behind charred earthquake wreckage. “Ruins by Earthquake” shows remains of the New Synagogue on the left, and the Scottish Rite Temple, on the south side of Geary between Fillmore and

Steiner Streets. The Scottish Rite building was restored as the Albert Pike Memorial Temple and was later to become Rev. Jim Jones’ People’s Temple. The “Lady Barbers in Los Angeles, Cal.” is evidence that George made a side trip to Southern California. It is also a rare subject that should delight any postcard enthusiast.

CONTRIBUTORS: Frank Sternad, John Freeman, Lew Baer



SUTRO HEIGHTS FOLLOW-UP

with JACK DALEY

I was listening to the San Francisco classical radio station KDFC the day after the Sutro walk. The commentator told some scandalous stories about Rose and Otilie Sutro, nieces of San Francisco's Adolph Sutro.

Rose Sutro was born in 1870 and died in 1957, at age 86. Otilie Sutro was born two years later and lived until 1970, well into her 98th year. The two American sisters' claim to fame was to be one of the first duo-piano concert teams.

In the early twentieth century they made the acquaintance of the German composer Max Bruch. The Sutro sisters asked him to write a piano concerto for them to perform, which he did. Bruch's Concerto in A-flat minor for Two Pianos and Orchestra, Op. 88, was finished in 1912. The Sutro sisters never played the original version, however they performed the work twice in two different versions of their own. The score was rediscovered only after Otilie Sutro's death.

After Otilie died, her miscellaneous papers were auctioned off in January 1971. Pianist Nathan Twining purchased a box of unidentified papers for \$11, and it turned out to contain some of the autograph score for Bruch's Op. 88 concerto. The orchestral parts of the autograph version were bought by other people at the same auction, and Twining managed to track them down and acquire those parts from them. He and Martin Berkofsky then reconstructed Bruch's original version, and they recorded it for the first time in November 1973, with the London Symphony Orchestra under Antal Doráti.

Rose and Otilie Sutro were also heavily involved in the fate of the manuscript of Bruch's best-known work, his Violin Concerto No. 1 in G minor. At the end of World War I, Bruch was destitute, having

been unable to enforce the payment of royalties for his other works due to chaotic worldwide economic conditions. He sent the autograph to the Sutros, so that they could sell it in the United States and send him the money. Bruch died in October 1920, without ever receiving any payment from the Sutro sisters. They decided to keep the score themselves, but



ON THE POSTCARD TRAIL AT SUTRO HEIGHTS

they claimed to have sold it, and sent Bruch's family some worthless German paper money as the alleged proceeds of the alleged sale. They persistently refused to divulge any details about the purchaser. In 1949, they sold the autograph to Mary Flagg Cary, whose collection, including the Bruch concerto, now resides at the Pierpont Morgan Public Library

in New York.

The Violin Concerto had been published and was well known; only the autograph copy disappeared in the grasp of the Sutro sisters. On the other hand, the Concerto for Two Pianos was totally lost because of their involvement.

Listen to the Bruch pieces:

Max Bruch - Violin Concerto No. 1 In G Minor. Op. 26.; Shlomo Mintz Violin, Claudio Abbado Conducting the Chicago Symphony

www.youtube.com/watch?v=XuNNdHkNtso

Max Bruch Concerto for Two Pianos & Orchestra, Op. 88a, 1st Movement; Martin Berkofsky and David Hagan, pianos, Lutz Herbig conducting the Berlin Symphony Orchestra

www.youtube.com/watch?v=vLjNzv6xEsw

Op. 88a, 2nd Movement

www.youtube.com/watch?v=JH1_jdtvfq0

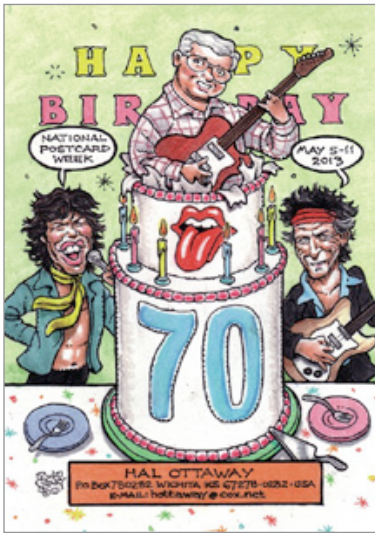
3rd Movement

www.youtube.com/watch?v=-dtEb7ZfHsw

4th Movement

www.youtube.com/watch?v=FAZ5JjpH50k

This year four SFBAPC clubsters created NPCW postcards and sent them in for publication. To the left is Hal Ottawa's 70 year celebration rocking with coageists Mick Jagger and Keith Richards, created by Rick Geary. On the right, the Howells's card is a tribute to the Fresno Tower Theater and postcards. The marquee reads,



“Steve and Patty Howell present National Post Card Week 2013, Sun, May 5 to Sat, May 11.” Michele Francis' NPCW postcard, made from her photo of a tugboat below the intricately lighted Bay Bridge, is at lower left. Janet and Lew Baer's card was drawn by Janet, then photocopied and trimmed by Lew.

Although NPCW is officially the first full week of each May, there are no time limits for sending postcard greetings to friends. Demaris Swint—PO Box 746, Alamo TX 78516—will be maintaining a website with all NPCW cards she receives. Send her your card, or write ezrestexas(at)aol.com.



NEW-TO-ME'S: A FUNNY GOAT AND A TED LEWY FOR THE HOTEL OXFORD



P.S. **POSTCARDING NEWS:** Attention E. H. Mitchell maniacs! Here's news you have been waiting for for years. The entire compiled Mitchell checklist is now available to be used on your home computer. Walt Kransky has taken his lifetime work on the E H Mitchell Checklist (including all scans) and installed it on a USB/SD port chip with holder. All you have to do is plug it into a USB or SD port on your CPU, address the drive it is assigned and click on EHMCHK.htm to enjoy the info that you can use to get info or manage your own EHM checklist. It will operate with Windows-XP and above, or any system that can use HTML coding. Microsoft Word was used to create/update this checklist. Walt will advise you on updates. Cost is \$69.95 PPD to Walter Kransky, 2822 Monte Cresta Way, San Jose, Ca 95132. ... Lew Baer is delighted to reveal that he is once again writing for Barr's Post Card News. Time was, he was the front page columnist of the then weekly tabloid magazine. Nowadays, it comes out biweekly in typical magazine format. One exciting new twist is that it is also available in an online version for \$15 a year. (That's what I receive. Anything I want to keep, I copy and save as a pdf. Always there... and always searchable! Info: www.barrspcn.com.

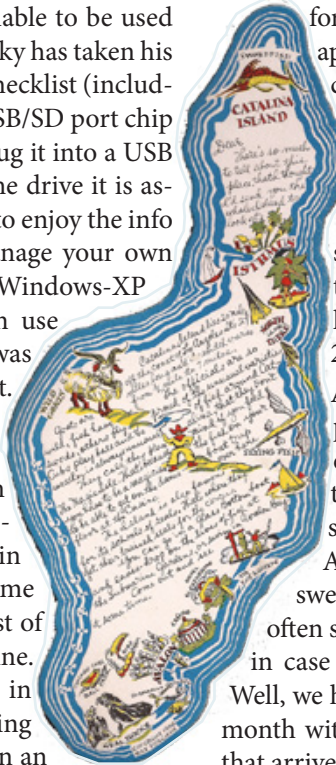
PERHAPS YOU NOTICED the altered PPIE logo on the back cover of this newsletter. This artifice was the crafty work of Jim Caddick and will be proudly displayed wherever practical up to and through the 100-year celebration of the fair in 2015. Thanks Jim!

CATALINA, as in Santa Catalina, may be only 26 miles across the sea, but for Janet and me it has always been a dream away. We'd never been there, so when the chance came to stop there on a sail down the Pacific Coast, we were excited and delighted. The seas were not in synch with us, however, and our vessel hove into port moments before the casino, the iconic building in Avalon, closed for the day. There was no time for a tour. We did amble along

the waterfront walkway and enjoyed the views of hill and shore and some beautiful Catalina tilework (and some equally garish). And of course we looked for postcards. The search added to our disappointment. We came away with only one card of an architectural oddity and one double sided advertising not-a-postcard. We left behind a small selection of distant views with heavily overprinted captioning. My goat collection has a fair sized subcategory of Catalina cards, like this one, dating from the 1890s through linens. It would have been fun to add a 21st century card to the lot.

AT THE LAST MINUTE: It seems that Europeans are eager to accommodate latecomers. Auction catalogs have added pages at the end—sort of like an oversize book shelf at the library, with no logical order. And sales on Delcampe, the Belgian answer to eBay that has multilanguage options, often state that the closing time will be extended in case of last minute bids. Snipers be danged! Well, we have a last minute department as well this month with one new member and an NPCW card that arrived after that page was completed.

WELCOME to David Dickinson who collects train postcards only, and he has a blog at www.aboutmytrains.blogspot.com/. ... The NPCW card is from Sandy Bennett near Monterey. She collects cowgirls and boys. —LEW





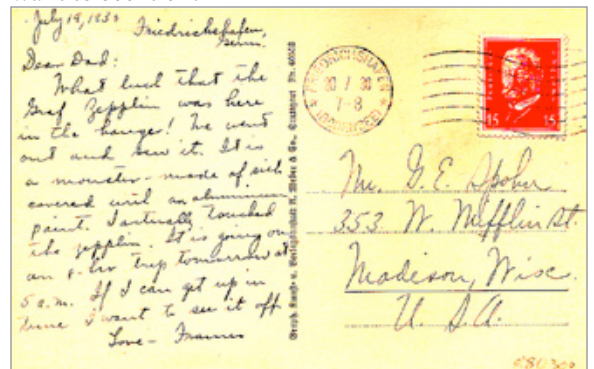
IN HAMELIN'S FAIR CITY...

In late March a news story broke that the owners of the Palace Hotel were taking down the Pied Piper mural size painting by Maxfield Parrish in the eponymous bar and sending it to the East Coast for sale to the highest bidder. It had hung in the hotel since it was commissioned in 1909. An immediate hue rang out, and keyboards around the Bay cried for mercy. The story was forwarded to all on the club email ring, and wails of discontent responded: My wife & I went there first when we were dating and have returned many times. ... I guess it's the House of Shields for us. (Classic SF speakeasy). ... I'm heart broken. I have a picture of me and friends from 1975 sitting in front of the painting. ... A travesty. Herb Caen is pirouetting in his grave. ... But this is what happens when our cultural treasures are owned by out-of-towners ... and much more. Roseanne Goodwin was first to send an encouraging word: Here's a link for a petition to sign This, in turn, was sent to our club email list. And then quite amazingly: At 2 o'clock news came that the sale had been cancelled, that the painting would be restored to pristine condition and returned to the hotel but would be hung elsewhere than the Pied Piper Bar. A smart alecky but heart warming comment followed: "Another brilliant promotional event. If you want to increase awareness of the postcard club, threaten to sell the newsletter and website to Time-Warner."

MORE MEETING NEWS

Earlier in this issue mention was made of a GGIE souvenir plate from Bing & Grundahl that Paul Robertson brought to our PPIE party. Here it is!

... And then there was the post-card message that Gary Doyle showed us. Sent in 1930 to her father in Madison, Wisconsin, a young woman told of seeing—and touching—the Graf Zeppelin in Germany. "What luck that...it was here in the hanger!...It is a monster made of silk covered with an aluminum paint.... It is going on an 8-hr trip tomorrow at 5 a.m....I want to see it off."



SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR NEW MEMBERSHIP

Individual/Family \$20

Outside of USA \$30

Become a Supporting Member by adding \$10 or more

Name: _____

Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

Join online at www.postcard.org and remit by PayPal or
send membership info and your check payable to SFBAPCC
to PO Box 621, Penngrove CA 94951

5/13

P.O. Box 621
PENNGROVE CA 94951

POST CARD

THIS SIDE FOR ADDRESS ONLY



2013 MEETINGS

May 25

June 22

July 27

August 17

September 28

October 26

November 23